INTISARI

Permasalahan angkutan umum di Daerah Istimewa Yogyakarta harus segera diatasi karena menyangkut kepadatan lalu lintas, buruknya kinerja angkutan umum, buruknya perilaku pengemudi dan masalah *sosial cost* akibat penyakit transportasi tersebut . Bus Trans Jogja merupakan kebijakan Pemda Provinsi Daerah Istimewa Yogyakarta untuk mengatasi masalah tersebut dengan menerapkan *system buy the service*. Pada penelitian ini akan dikaji analisa kelayakan ekonomi operasional bus Trans Jogja dengan pendekatan Benefit Cost Ratio (BCR) dan Net Present Value (NPV) selama umur proyek yang diestimasikan 7 tahun dan faktor diskon 15%. Metode BCR dan NPV digunakan dalam penelitian ini dikarenakan bus Trans Jogja adalah salah satu proyek pemerintah. Hasil penelitian menunjukkan bahwa BCR yang dihasilkan sebesar 0,58 dan NPV nya negatif yang berarti bus Trans Jogja tidak layak secara ekonomi. Analisa sensitivitas dilakukan dengan meningkatkan *load factor* dan menaikkan harga tiket. Selain itu analisis sensitivitas dilakukan da menurunkan biaya operasional dan menurunkan biaya pemeliharaan. Operasional bus Trans Jogja akan layak secara ekonomi ketika *load factor* naik 60% dan harga tiket naik sebesar 75 %. Sedangkan pada saat biaya operasional dan biaya pemeliharaan turun 20% maka operasional tidak layak secara ekonomi.

Kata Kunci : Analisis kelayakan, *Benefit Cost Ratio (BCR), Net Present Value (NPV),* Analisis sensitivitas

ABSTRACT

Problems of public transport in Yogyakarta Special Region should be addressed immediately because it involves the density of traffic, the poor performance of public transport, poor driver behavior and social problems such transportation cost due to the disease. Bus Trans Jogja is the policy of the Provincial Government of Yogyakarta to resolve the issue by applying the system buy the service. This research will be assessed the economic feasibility analysis of operational Trans Jogja bus approaches Benefit Cost Ratio (BCR) and Net Present Value (NPV) over the life of the project is estimated at 7 years and 15% discount factor. BCR and NPV method used in this study because the bus Trans Jogja is one of the government project. The results showed that the BCR is produced by 0.58 and its negative NPV means Trans Jogja bus is not economically feasible. Sensitivity analysis performed by increasing the load factor and raise ticket prices. In addition sensitivity analysis conducted da reduce operating costs and lower maintenance costs. Trans Jogja bus operations will be economically viable when the load factor increased by 60% and ticket prices increased by 75 %. While at the cost of operating and maintenance costs are down 20%, the operation is not economically feasible.

Keywords: Analysis of feasibility, Benefit Cost Ratio (BCR), Net Present Value (NPV), sensitivity analysis.